

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION  
AND CESSATION EXECUTIVE BOARD MEETING**  
**February 19, 2009**

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:15 p.m., at the ISTA Center, 150 West Market Street, 2<sup>nd</sup> Floor Conference Center, Indianapolis, Indiana.

**I. Welcome**

**II. Approval of November 20, 2008 Executive Board Meeting Minutes**

Motion to approve the Executive Board Meeting minutes was made by Dr. Stephen Jay, 2<sup>nd</sup> by Dr. Mohammad Torabi and passed.

**III. Approval of the ITPC Financial Report**

Ms. Bates provided the January 31, 2009, financial report. A motion to approve the financial report was made by Dr. Mohammad Torabi, 2<sup>nd</sup> by Dr. Stephen Jay and passed.

**IV. Best Practices for Tobacco Control - Indiana**

Guest speaker Matthew Farrelly, Ph.D., Chief Scientist and Senior Director of the Public Health Policy Research Program, RTI International joined via conference telephone and provided a presentation on ITPC and the CDC's Best Practices for Tobacco Control. He discussed how ITPC measured in terms of adherence to these Best Practices and made recommendation for future program consideration. His recommendations included:

1. More emphasis on increasing smoke free policies to cover all workers.
2. Shifting more of the current funding and future funding to paid media interventions.
3. Greater focus on policies that promote adult cessation in health care settings.

**V. Budget Update**

Michael Compton, Budget Analyst, Indiana State Budget Agency presented background on the Master Settlement Fund Budget Update. In addition to the background information, Mr. Compton presented a PowerPoint presentation the TMSF expenditures, revenues (actual and future estimates), recommended funding levels, and FY 2010 Budget Bill proposal. This Budget Bill is an outline of the Governor's recommended budget. The House Ways and Means Committee passed the bill yesterday out of Committee and it is being heard today in the House. Their recommended budget level from Committee is \$149.1 million. The Senate is still yet to be decided. Then

come back in the short session next year and do another budget. ITPC's recommended budget is \$14.5 million per year.

### **Budget Revisions**

- A motion to approve a one-time budget revision to reallocate \$240,000 in the Evaluation category to the Training Technical Assistance category was made. Motion to Approve was made by Dr. Alan Snell, 2<sup>nd</sup> by Dr. Mohammad Torabi and passed.
- A motion to approve budget revision to allocate a portion of unspent dollars, but not more than \$350,000, in the Minority Grant category to Statewide Grants. Motion to Approve was made by Dr. Stephen Jay, 2<sup>nd</sup> by Dr. Steve Simpson and passed. Dr. Richard Feldman abstained on this motion. Dr. Simpson expressed concern that future funding for minority grants would not be impacted.

### **VI. 2015 Strategic Plan Update**

Ms. Sneegas presented a draft of the 2015 Strategic Plan. A handout was provided in the Board members' individual packets. Ms. Sneegas asked the Board to take it with them to review and provide feedback back to ITPC on the intermediate and short-term objectives. Ms. Sneegas stated that ITPC has consulted with a number of national organizations and experts, including Matthew Farrelly from RTI. Regional meetings were held with all ITPC grantees and statewide organizations and gathered input. A final product will be available for approval by the next Executive Board meeting. The long-term objectives summarized on the first page of the handout were discussed.

Ms. Spitznagle presented facts on the tables in the draft of the 2015 Strategic Plan to the Board and asked for their feedback as well. Discussion on the measures used for these metrics took place by the Board.

It was decided that asking for increased funding by 2015 by \$45 million is unrealistic and the Board recommended that \$35 million is more realistic than was the dollar amount ITPC started with the first year.

### **VII. 2009 Legislative update**

Ms. Sneegas stated that we had a record number of bills this year related to tobacco but many of them will likely not advance. A list of introduced bills was handed out to the Board.

**HB 1213** sponsored by Representative Charlie Brown, passed out of the house this week, but was modified through amendments and exemptions. The basic exemptions removed casinos, bars, tobacco bars, tobacco resale stores, nursing homes, private clubs, and bars that alcohol license that served those over age of 18. Anyone under 18 in a restaurant it is smoke free. It is in process of going to the Senate and will be assigned. All indications are that it will be assigned to the Commerce Committee. Missy Lewis from the Indiana Coalition for Smoke free Air presented an update and the current actions within the Coalition and what it perceives needs to happen to get the bill back to its original state to truly protect all workers. Tim Filler elaborated the current steps of the bill as it goes through the legislative process. The Bill goes to the Senate on March 2, 2009. The present members of the Board requested e-mail updates on the progress of this Bill. Ms. Sneegas explained briefly the history of pre-emption and that they can be good as well as bad. In this case we have to make sure this pre-emption doesn't happen. Ms. Sneegas thanked the Board members for all they are doing in support of this Bill.

Ms. Sneegas encouraged the Board to thank Representative Charlie Brown for his hard work on this bill.

Ms. Sneegas stated that the Budget bill, that Michael Compton explained earlier, is moving through the legislative process. We believe there is a recommendation for a study committee to evaluate High-tech Tobacco Stamps.

**SB 371** introduced by Senator Cruz to increase the tax on other tobacco products, has not received a hearing. Part of the revenue would fund Prenatal Substance Abuse programs.

**HB 1700** to dissolve our Board will not get a hearing.

#### **VIII. ITPC Program and Staff Update**

A Federal Tobacco Tax Increase passed as part of the SCHIP plan and will go up \$.61 April, 2009. It includes an increase in tax for the other tobacco products. A handout was provided to the Board. ITPC is putting together a public education plan indicating "there has never been a better time to quit" because cost for smoking is increasing.

The RFA is out for ITPC funded local and minority programs. The Dashboard for the Quitline is in the Board Members' packets from the last few months. We are definitely reaching our target—uninsured and Medicaid clients, which has been over 50% of the calls. Highest volume was in November when the artery ad was running.

Ms. Sneegas provided an overview of the recent presentation she presented to colleges in England in January to talk about our program. Ms. Sneegas specifically discussed what ITPC is doing in Youth Tobacco Prevention with the U.K. government officials and community organizers.

David Ayres, MZD, presented updates:

- Dissolvable tobacco Products: A warning is listed at the Indiana Poison Control Center (a link is on our website). The Indianapolis Woman magazine has focused an article on this new product.
- Project Voice: We are expecting over 125 youth and 50 adults from across Indiana in Indianapolis for the Youth Summit focusing on tobacco in kid rated movies. We will have a "Hear Us Out" hearing which Dr. Monroe will participate in, an international webcast, and interactive workshops.
- TV Ad Campaign: We had great success with the "artery" ad. The Quitline numbers elevated through November and December. The second ad running in February and March is the "brain" ad and has received a lot of attention. Mr. Ayres passed out a brochure containing information about the ads to the Board.

Acknowledgement:

- Dr. Jay: Acknowledged Dr. Steve Williams who passed away this week. Dr. Williams was a strong anti-tobacco advocate. He worked with us in the late 1980's to establish smoke free teaching hospitals in Indianapolis. In 1989, he supported efforts by Dr. Christen, Debbi Hudson, and Dr. Jay to establish a campus tobacco center and a strong advocate in helping establish the Indiana Cancer Consortiums, helped move the IUPUI Campus to tobacco-free campus, established the Cancer Center as a "no-smoke zone" in terms of receiving research money from tobacco companies. He did these things quietly behind the scenes.

Motion to adjourn the meeting made by Dr. Stephen Jay, 2<sup>nd</sup> by Dr. Richard Feldman, motion passed.

Meeting adjourned at 3:45 pm.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)

Karla Sneegas, MPH, Executive Director

Richard Feldman, M.D.

Stephen Jay, M.D.

Phyllis Lewis for Dr. Tony Bennett, Ed.D.

Alan Snell, M.D.

J. Michael Meyer

Mohammad Torabi, Ph.D.

Emily Hancock for Anne Murphy, FSSA

Jessica Kelley, ALA

Steve Simpson, M.D.

The following Advisory Board Members were present for all of part of the meeting:

Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:

Ginger Brophy for Jeff Wells for E. Mitchell Roob

Victoria Champion, PhD.

James Jones

Robert Keen, Ph.D.

Diane Krull

Wendy Zent

Patricia Hart

Danielle Patterson

Natalie Robinson for Greg Zoeller

Pat Rios

Agency Staff in attendance:

Miranda Spitznagle, Director of Program Evaluation

Anita Gaillard, Director of Community Programs

Celesta Bates, Chief Financial Officer

Kristen Stokes, Contract Administrator

Barb Cole, Administrative Assistant

Katelin Ryan, Research Director

Rachelle Back, Regional Director

Craig Wesley, Regional Program Director

Becky Haywood, Administrative Assistant

Cheryl Raney, Accountant

Angie Morris

Karen O'Brien, Regional Program Director

Agency Staff not in attendance:

Dan Morgan, Regional Program Director

Others in attendance:

Tim Filler

Ginger Brophy

Harry Davis, MZD

David Ayres, MZD

Ray Volpe, MZD

Rick \_\_\_\_\_, MZD

Missy Lewis, IAFP

Debi Hudson, Clarian

Patrice Adams, Promotus

Margaret Davidson

Laura Furst

